



New York | Charleston | Miami | Los Angeles

A low-angle photograph of a classical building facade, likely a government or institutional structure, featuring large arched windows and a prominent columned portico. The building is constructed of reddish-brown brick with white architectural details. The sky is a clear, deep blue.

Year in Review

October 24, 2016

Strategy

- Barbecue
- Culinary

Thrillist.com

November 5, 2015
50 Things You Didn't Know
about Barbecue
Reach: 4,028,866 UMW
Ad Equivalency: \$26,859

- Explains Lexington's status as Barbecue Capital
- Highlights tremendous success of Barbecue Festival
- Describes discovery of barbecue pits in City Hall as further proof of city's status as Barbecue Capital



50 THINGS YOU DIDN'T KNOW ABOUT BBQ

Barbecue is as American as John Wayne, muscle cars, and football. While most of us have the [basics](#) down, there's a *Jeopardy* episode's worth of BBQ facts out there. We rounded up 50 of the tastiest, from The Rolling Stones' favorite spot to the Kansas City Barbecue Society's judging rules (fingers out your mouth – gross).

48. Lexington, North Carolina calls itself "The Barbecue Capital Of The World," and attracts over 200,000 visitors every October to its annual BBQ festival, where it serves up more than 15,000 pounds of meat.

49. How BBQ is Lexington (again, "The Barbecue Capital Of The World")? While renovating City Hall, they found barbecue pits built into the walls – remnants of the barbecue restaurant that once occupied the building.

The-Dispatch.com

February 19, 2016
Lexington Garners Award in Travel
Marketing Competition
Reach: 110,902 UMV
Ad Equivalency: \$665

- HSAMI is the Oscars of the destination marketing industry
- LHG nominated Lexington for Wall Street Journal feature “Pushups Before Politics”
- The Dispatch reported Lexington won silver and Mayor Clark travelled to New York award ceremony to receive the prestigious award
- LHG took advantage of Mayor Clark’s presence in New York to set up face-to-face meetings with national media

The-Dispatch.com
Davidson County's News Source



Lexington garners award in travel marketing competition

Friday, February 19, 2016 3:41 PM

NEW YORK, N.Y. – The Hospitality Sales & Marketing Association International honored the City of Lexington, North Carolina, with a Silver Adrian Award for public relations excellence for its winning entry in the 50th annual Adrian Awards, the largest and most prestigious global travel marketing competition.

This year's contest was one of the most competitive in history, garnering more than 1,300 entries from around the world judged by distinguished industry executives, according to a press release.

Lexington was honored for its Jan. 10, 2015, feature in Wall Street Journal titled "Push-ups Before Politics for This Mayor," which focused on the outdoor exercise program initiated and led by Lexington Mayor Newell Clark. HSMAI paid tribute to Lexington during the annual HSMAI Adrian Awards Gala, a black-tie affair attended by more than 1,000 hospitality, travel and tourism marketing executives at the New York Marriott Marquis on Tuesday.

Clark, who was present at the gala to receive the award on behalf of the city, said, "The City of Lexington is deeply honored to receive this award. The level of global competition was astounding, so our winning a silver medal is truly a distinction and a testament to our citizens' commitment towards engaging in healthy, happy lifestyles. The Wall Street Journal article promoted the fact to more than 40 million readers that we are privileged to enjoy such a beautiful environment that helps encourage our citizens to get outside and be active. We are thrilled to have others outside of our community recognize the efforts to promote Lexington as a modern city and an ideal place to live, work and play."

"We are continually amazed by the creativity of the Adrian Award submissions," said Fran Brasseux, HSMAI executive vice president. "We received an incredible number of outstanding Adrian Awards entries this year, and we are excited to recognize so many innovative companies and destinations."

Thrillist.com
March 14, 2016
The 33 Best Barbecue Joints in America
Reach: 3,230,639 UMW
Ad Equivalency: \$26,859



[Lexington Barbecue](#)



-
- Discourses on Lexington (or Piedmont) style barbecue
 - Marvels over staggering ratio of barbecue restaurants per capita (roughly 1 per every 1,000 residents)
 - Describes what distinguishes style from other regional varieties
 - Singles out Lexington Barbecue, due to distinguished history, as an exemplar of the style

Lexington, NC

The weird thing about Lexington-style barbecue, one of North Carolina's two styles, is that it's a mislabeled, over-popularized name. People who study this sort of thing or simply like to sound extra snobby while their hands are covered in vinegar sauce will inform you that the real name is "Piedmont style." But Lexington, a town of less than 20k, is such a mecca of the style, with over 20 legit barbecue joints within its small borders, each one putting out its own killer version of chopped pork shoulder and red slaw, that calling the style anything else just seems wrong. And at the top of that almost-overwhelmingly impressive citywide game is -- who else -- Lexington Barbecue, whose juicy, oak-smoked pork hits the sandwich with just the right mix of crusty, flavor-loaded browns. Go, and, while *your* hands are covered in vinegary sauce, tell someone why Lexington-style barbecue should be called exactly that. -- LC

USAToday.com
May 26, 2016
100 Ways to Celebrate National Burger Day
Reach: 17,831,905 UMV
Ad Equivalency: \$30,666

- Based on daily holiday calendar, contacted USA Today food editor Ashley Day about National Burger Day
- Knew that Chef Dion Sprenkle hosts Wacky Wednesday featuring unique burgers and pitched it to Ashley
- Secured coverage of Chef Dion's Moroccan Burger in National Burger Day roundup in USA Today with photograph and description of burger



100 ways to celebrate National Burger Day

Ashley Day, USA TODAY 5:14 p.m. EDT May 26, 2016



National Burger Month ends with a bang on Saturday with the "official" National Hamburger Day. Our bodies can't afford to celebrate every food holiday, but when it comes to an excuse to bite into a juicy, over-the-top burger, we're in — how can you not be with 100 options? We found tons of take

across the country for inspiration, from sliders to triple-stacked to cheese-stuffed. Try the rapidly spreading ramen burger, a short rib patty or one of these chefs' special sauces. You'll find a few non-beef options in there, too.

Browse the gallery above for some of America's most indulgent, popular, overflowing or just plain good burgers from New York to LA and in major cities in between.



Chef Dion Sprenkle serves the Moroccan Burger at his eponymous restaurant in Lexington, N.C.
Chef Dion Sprenkle

Eater.com
June 17, 2016
The 23 Essential Barbecue Dishes
in America
Reach: 3,134,807 UMV
Ad Equivalency: \$12,539

- Pitched ongoing Lexington-style barbecue to free-lance food writer Jennifer Cole (formerly with *Southern Living*)
- Jennifer contributed/consulted on story of best barbecue dishes in America, which describes in-depth the essence of Lexington-style barbecue and distinguishes it from Eastern-style barbecue
- Article offers barbecue plate at Lexington Barbecue as an example to illustrate the style

EATER

The 23 Essential Barbecue Dishes
in America

Consider this your ultimate barbecue-eating bucket list

Coarse-chopped BBQ tray, Lexington Barbecue



The Tar Heel State remains forever divided between two proud and opposing barbecue regions: the eastern coastal plains, where whole hogs slowly smolder over timber, and the western piedmont plateau, where smoked pork shoulders reign. At Lexington, which represents the apotheosis of western-style 'cue, cheerful

waitresses deliver plates of barbecue that come sliced, chopped to a frilly texture, or — best of all — coarsely chopped. Vaughn, Solares, and Cole each separately mentioned that it's vital to request plenty of "outside brown," the burnished, perfumed crust that forms on the shoulders' exterior during smoking. Note the twang of ketchup that races through both the vinegar sauce lightly dressing the meat, as well as the pink-tinged slaw served as part of the tray. 100 Smokehouse Lane, Lexington, NC 27295, lexbbq.com

Zagat.com
August 3, 2016
The Ultimate Guide to American Regional Barbecue
Reach: 6,414,248 UMV
Ad Equivalency: \$42,761

- Received a hot tip from New York-based food writer Sara Ventiera researching for a guide to regional barbecue styles for Zagat
- Pitched Lexington-style barbecue as a distinctive and highly influential style of barbecue that extends well beyond the borders of the Piedmont or even North Carolina
- Sara included a description of “Western-style” barbecue and Lexington as the “seat” of the regional style

ZAGAT

FEATURE

The Ultimate Guide to American Regional Barbecue

BY SARA VENTIERA | AUGUST 3, 2016



Credit: Kimberly Park

The history of barbecue is the history of America. The tradition of cooking proteins slow and low over burning wood is one of the few techniques indigenous to the United States. Throughout the Southeast and toward the West, most states and smaller subregions have regional barbecue variations with a diverse range of proteins, cuts and sauces. As all things go, much is changing these days, with pitmasters and chefs moving around, elevating the basics, morphing their own personal styles, and experimenting with different kinds of meat. And while regional styles of barbecue across the United States can vary even from chef to chef, certain overarching traditions still hold. Today we present to you our ultimate guide to regional American BBQ:

Western North Carolina

Raleigh is the dividing line between North Carolina barbecue, and Lexington is the seat of the Western style, whose “sauce” has a little more depth and nuance,” says Karmel, referring to the ketchup (or another variant of tomato and brown sugar) that’s added to the vinegar base. Pork shoulder, as opposed to whole hogs, is the protein of choice in this region. North Carolina’s barbecue traditions don’t fully extend to the Western border; Asheville, for instance, hasn’t been in the game long. But there are plenty of joints around the state that offer nuanced versions of City Barbecue, along with interesting sauces, sides and desserts.

Where to try it: [Stamey's](#), Greensboro; [Lexington Barbecue](#), Lexington

Eater.com

August 5, 2016

The Only Regional BBQ Guide You'll Ever Need

Reach: 3,134,807 UMV

Ad Equivalency: \$12,539

- Received a query from food writer Rebecca Strassberg researching a guide to regional barbecue styles
- Pitched Lexington-style barbecue as a distinctive and highly influential style of barbecue that extends well beyond the borders of the Piedmont or even North Carolina
- Sara included a description of Lexington-style barbecue, including brief description of why pork shoulder predominates along with cooking method and sauce characteristics



WESTERN NORTH CAROLINA

The style, also known as Lexington or Piedmont, focuses on pork shoulder, and originated during World War I for one simple reason: whole hogs are really freakin' heavy -- upwards of 200lbs, about 72 percent being "dressed weight" or "carcass weight," aka "edible". Basically, barbecue was sold on the street in pop-up stands, and nobody wanted to schlep around 144lbs of pig.

The meat: Unlike whole hog, pork shoulder cooks faster and soaks up more flavor, allowing for more hungry mouths to be fed faster. "Red slaw" or "barbecue slaw" is also a staple of Lexington-style 'cue. Swapping out mayo for ketchup also means it doesn't need to be refrigerated too quickly.

The sauce: Vinegar, salt, red pepper, and dare we say... ketchup or tomato makes up the sauce in Western NC. It may be less refined, according to some eastern neighbors, but you can't have red slaw without it.

The old school icons: Lexington Barbecue, aka "The Honey Monk," was founded in 1962 by Wayne Monk and is the birthplace of the style. How Wayne got the nickname "Honey" is definitely something you should inquire about when you order.

WFMY News 2
August 31, 2016
Lexington Truly Barbecue Capital
Nielsen Ratings: 4.9; 21.1 Share at 6:00
Online Reach: 124,746
Facebook: 187,000 Likes
Twitter: 94,500 Followers

- Pitched Piedmont region media on City Hall Open House
- WFMY News 2 CBS Piedmont region affiliate out of Greensboro sent reporter Carrie Hodgin to report
- Secured news segment in 6:00 and 11:00 timeslots
- Coverage included strong online and social media component, including in-depth online article
- Worked with assigning producer Devetta Blount to ensure Lexington was properly tagged in all social media posts
- Carrie Hodgin interviewed Mayor Clark and other citizens attending open house



They don't call Lexington the BBQ capital for nothing, that's for sure especially after the discovery of historic barbecue pits.



USAToday.com
September 9, 2016
25 Food and Drink Festivals to Taste This Fall
Reach: 22,546,747 UMV
Ad Equivalency: \$30,666

- With Barbecue Festival approaching, contacted USA Today travel editor Ben Abrams to inquire if he was running any food festival roundups
- Pitched 33rd annual Lexington Barbecue Festival and provided images
- Secured coverage (with two festival images) in round-up on top-25 fall food festivals around country
- Coverage included not only focus on solely Lexington-style barbecue but also entertainment and activities



25 food and drink festivals to taste this fall

Ashley Day, USA TODAY 6:20 p.m. EDT September 9, 2016



Fall food and beverage festivals

The 33rd annual Lexington Barbecue Festival takes place on October 22 on Main Street in Uptown Lexington, N.C. Lexington Barbecue Festival



More than 20,000 pounds of Lexington-style barbecue are served, alongside live music and activities. Lexington Barbecue Festival

USAToday.com
September 16, 2016
50 Takes on Apple to Taste This Fall
Reach: 22,546,747 UMW
Ad Equivalency: \$30,666

- With fall and apple season approaching, contacted USA Today food editor Ashley Day about apple round-ups
- Worked with Chef Dion Sprenkle and John Clowney and Cara Ingold of Bull City Ciderworks and Ciderhouse to photograph dishes and provide descriptions
- Secured coverage of both Chef Dion's Caramel Apple Custard and Bull City's Apple Cider Bread Pudding
- Additionally, USA Today posted separate story on 10 Apple Cocktails, including Bull City's Dirty Bull cocktail



50 takes on apple to taste this fall

Ashley Day, USA TODAY 5 p.m. EDT September 16, 2016



Menus across the country are transitioning seasonal offerings with more apple, pear, squash and pumpkin on the way. We're easing into fall with the first apple items, from traditional pastries and cider cocktails to inventive dishes and creatively infused drinks incorporating the fruit. In September, it's perfectly okay to have an apple a day, and we found some of the tastiest ways. Browse the gallery above for tons of takes on the season's star

ingredients, and see more fall dining inspiration below.



In Lexington, N.C., Bull City Cider House serves gluten-free Apple Cider Bread Pudding with vanilla ice cream and caramel sauce. Bull City Cider House



At Chef Dion's in Lexington, N.C., chef Dion Sprenkle makes Caramel Apple Custard with Macintosh apples and an apple chip. Chef Dion's

USAToday.com
October 2, 2016
100 Places For Pumpkin This Month
Reach: 22,546,747 UMW
Ad Equivalency: \$30,666

- On heels of apple story, Ashley Day alerted she was doing a similar round-up on pumpkins
- Chef Dion Sprenkle forwarded details of dish incorporating pumpkins along with good photography
- Ashley included Chef Dion's grilled Norwegian salmon with local baby pumpkins stuffed with organic ginger
- Additionally, USA Today Eats tweeted about dish



100 places for pumpkin this month

Ashley Day, USA TODAY 9:32 p.m. EDT October 2, 2016



This season's pumpkin dishes, drinks and desserts

In Lexington, N.C., chef Dion Sprenkle serves grilled Norwegian salmon with local baby pumpkins stuffed with organic ginger braised cabbage, alongside aromatic nage broth, enoki, water chestnuts, hijiki, nori and snowpeas at his eponymous restaurant. Chef Dion Sprenkle

Total Reach

- 105,651,161 media impressions
- \$244,886 advertising equivalency

Social Media

TheTravelBite.com

August 1, 2016

Episode 55: Lexington Barbecue

5-Star Podcast

- 5-Star Podcast, online and iTunes, avg. 141 downloads
- Influencer Recognition
 - USA Today: 10 Best Food Bloggers
 - Trip Advisor: Top 25 Culinary Travel Bloggers to Follow
- Featured in:
 - New York Times
 - USA Today
 - People
 - Travel Channel



Episode 55: Lexington BBQ

08/01/2016 by Rachel Lucas — [Leave a Comment](#)

Lexington, North Carolina, is known for their legendary BBQ. During this episode, Rachel chats with Rick Monk, owner of [Lexington BBQ](#), the most famous barbecue restaurant in Lexington, North Carolina. His family opened the restaurant in 1962, and since then they've been named by USA Today as one of the 10 Best Southern BBQ spots, and Southern Living Magazine named them the Best BBQ in North Carolina. She also chats with Stephanie Saintings about the The Lexington Barbecue Festival. The festival was named by Conde Nast Traveler and People Magazine as one of the Top Fall Food Festivals to visit, and Fodor's named it one of America's Best Small Town Festivals.



[The Travel Bite Podcast](#) is a weekly audio program for foodies who love to travel. During each show, I share stories from my adventures around the world — From chatting with top chefs and winemakers, to talking with other travelers about unique eats and experiences, we'll tempt your tastebuds and take your imagination on a culinary journey across the globe.

TheTravelBite.com

August 1, 2016

Episode 55: Lexington Barbecue

5-Star Podcast

- Social Media Influence Reach 138,000
 - Twitter: 105,000 followers
 - Instagram: 16,700 followers
 - Facebook: 6,500 likes
- Responded to a HARO query from Rachelle Lucas for podcast on regional barbecue on The Travel Bite by pitching Lexington-style
- Secured interview with Rick Monk, Stephanie Saintsing and Cecil Conrad for in-depth exploration of Lexington-style barbecue and the Barbecue Festival
- Segment aired online and via iTunes on August 1



Episode 55: Lexington BBQ

08/01/2016 by Rachelle Lucas — [Leave a Comment](#)

Lexington, North Carolina, is known for their legendary BBQ. During this episode, Rachelle chats with Rick Monk, owner of [Lexington BBQ](#), the most famous barbecue restaurant in Lexington, North Carolina. His family opened the restaurant in 1962, and since then they've been named by USA Today as one of the 10 Best Southern BBQ spots, and Southern Living Magazine named them the Best BBQ in North Carolina. She also chats with Stephanie Saintsing about the The Lexington Barbecue Festival. The festival was named by Conde Nast Traveler and People Magazine as one of the Top Fall Food Festivals to visit, and Fodor's named it one of America's Best Small Town Festivals.



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USA Today Eats October 3, 2016 Dedicated Tweet



- USA Today Eats Tweeted Chef Dion's Grilled Norwegian Salmon with Local Baby Pumpkins
- Twitter: 4,745 followers
- Properly tagged @DionSprenkle
- Linked to story in USAToday.com



USA TODAY Eats
@USATODAYeats



Following

100 places for pumpkin this month
usat.ly/2dSho9k via [@ashnday](#) featuring
[@DionSprenkle](#)



Upcoming Coverage



Southern Living

SUCCESSFUL
M E E T I N G S

Tracking Coverage

- Carolina Business Review with Chris Williams
 - Mayor Clark taped for airing in November
- Southern Living
 - 10 Things You Don't Know About Lexington, North Carolina
- Successful Meetings
 - Successful Meetings recorded podcast of Mayor Clark speaking on mayor's roll in attracting meetings

Pitching Strategy

Pitching Topics

- Golf
- Small Meetings/Conventions
- Culinary/Beverage
- Family Travel/Weekend Destinations
- Economic Development/Depot District Redevelopment

THANK YOU